



**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

**Attorney Docket No. 089367/0114**

Applicant: Yukio MARUYAMA

Title: SYSTEM, SERVER, DEVICE, METHOD AND PROGRAM FOR  
DISPLAYING THREE-DIMENSIONAL ADVERTISEMENT

Application No.: 09/903,621

Filed: July 13, 2001

Examiner: Yehdega Retta

Art Unit: 3622

**INFORMATION DISCLOSURE STATEMENT  
UNDER 37 CFR §1.56 and 37 CFR §1.97**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

Sir:

Submitted herewith on Form PTO-SB/08 is a listing of documents known to Applicant in order to comply with Applicant's duty of disclosure pursuant to 37 CFR 1.56. A copy of each listed document is being submitted to comply with the provisions of 37 CFR 1.97 and 1.98.

The submission of any document herewith, which is not a statutory bar, is not intended as an admission that such document constitutes prior art against the claims of the present application or that such document is considered material to patentability as defined in 37 CFR §1.56(b). Applicant does not waive any rights to take any action which would be appropriate to antedate or otherwise remove as a competent reference any document which is determined to be a prima facie prior art reference against the claims of the present application.

**TIMING OF THE DISCLOSURE**

The instant Information Disclosure Statement is believed to be filed in accordance with 37 C.F.R. 1.97(b), prior to the mailing date of a first Office Action on the merits (first scenario). If that is not the case, such as in a second scenario in which a first Office Action on the merits has been mailed before the filing of the instant Information Disclosure Statement, then either a certification or fee is required, and a certification is provided below. If neither of the first or second scenarios is the case, such as if a final Office Action or a notice of allowance has been mailed by the PTO (third scenario), then both a certification and fee are required, and in that case a certification is provided below and also the PTO is authorized to obtain the necessary fee to have the instant IDS considered, from Foley & Lardner Deposit Account #19-0741.

**CERTIFICATION**

The undersigned hereby certifies in accordance with 37 C.F.R. §1.97(e)(1) that each item of information contained in this Information Disclosure Statement was first cited in a communication from a foreign patent office in a counterpart foreign application not more than three (3) months prior to the filing of this Statement.

**RELEVANCE OF EACH DOCUMENT**

A translation of a portion of a Japanese Office Action that issued May 11, 2004 with respect to a counterpart Japanese patent application is provided below.

"Claims 1-3

Remarks

(Claim 1) The cited example, page 710, right column "2.5 Advertising functions" describes how "advertisements are provided by means of a moving three-dimensional model in the three-dimensional shared virtual space on the client terminal".

(Claim 3) Initiating the "ding-dong band" based advertisements of cited example 1 by means of a "timer means with a preset advertisement initiation interval" is thought to be

something that could be suitably implemented by a person skilled in the art. Furthermore, the other constitutive elements are thought to be something that could be easily conceived of by a person skilled in the art when implementing the cited example.

No reasons for rejection have been discovered as of now for inventions according to claims other than the claims indicated in this notification of reasons for rejection. If any reasons for rejection are newly discovered, a notification of reasons for rejection will be issued.

#### List of Cited Literature

1. Takashi Kawano, Yuriko Suzuki, Norio Yamamoto and Shigeki Masaki: Shopping environments in virtual space. NTT R&D, The Telecommunications Association, published September 10, 1999, Vol. 48, No. 9 (September 1999 issue), p. 705-711.

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#### Record of Prior Art Literature Search Results

Fields Searched - IPC 7th Edition - G06T 15/00-17/40  
G06F 13/00  
G06F 17/60

#### Prior Art Literature

Japanese Unexamined Patent Application Publication H9-81782

This Record of Prior Art Literature Search Results does not constitute a reason for rejection."

Applicant's statements regarding the Japanese Office Action are based on a partial translation that Applicant's representative obtained. These statements should in no way be considered as an agreement by Applicant with, or an admission of, what is asserted in the Japanese Office Action.

Applicant respectfully request that the listed documents be considered by the Examiner and formally be made of record in the present application and that an initialed copy of Form PTO/SB/08 be returned in accordance with MPEP §609.

Respectfully submitted,

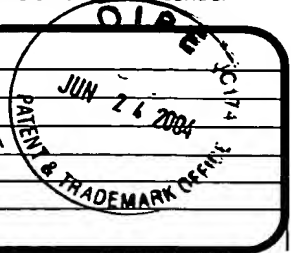
June 24, 2004  
Date

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Substitute for form 1449B/PTO <b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b>  Date Submitted: June 24, 2004 <i>(use as many sheets as necessary)</i>				<b>Complete if Known</b>	
				Application Number	09/903,621
				Filing Date	07/13/2001
				First Named Inventor	Yukio MARUYAMA
				Group Art Unit	2161
				Examiner Name	Yehdega Retta
				Attorney Docket Number	089367-0114
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Examiner Initials*	Cite No. <sup>1</sup>	U.S. Patent Document		Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number	Kind Code <sup>2</sup> (if known)			

FOREIGN PATENT DOCUMENTS								
Examiner Initials*	Cite No. <sup>1</sup>	Foreign Patent Document			Name of Patentee or Applicant of Cited Documents	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T <sup>6</sup>
		Office <sup>3</sup>	Number <sup>4</sup>	Kind Code <sup>5</sup> (if known)				
	A1	JP	09-081782			03/28/1997		ABS

NON PATENT LITERATURE DOCUMENTS			
Examiner Initials*	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.) date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>6</sup>
	A2	T. KAWANO et al., "Shopping Environments in Virtual Space", September 10, 1999, Vol. 48, No. 9, pages 705-711	

Examiner Signature		Date Considered	
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\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

<sup>1</sup> Unique citation designation number. <sup>2</sup> See attached Kinds of U.S. Patent Documents. <sup>3</sup> Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). <sup>4</sup> For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document.

<sup>5</sup> Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. <sup>6</sup> Applicant is to place a check mark here if English language Translation is attached.

Burden Hour Statement: This form is estimated to take 2.0 hours to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.